

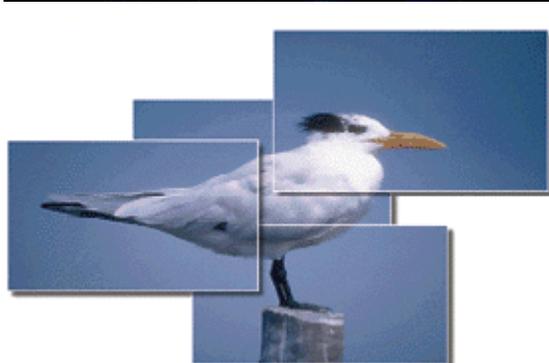
National
Market
News
Association

COMMUNICATOR



MYRTLE BEACH, SOUTH CAROLINA

FEBRUARY 2001



Secretary's Report Of 2000 NMNA Business Meeting

The 43rd annual conference of the National Market News Association was held in Des Moines, Iowa on September 14-16, 2000. The business meeting was called to order by President, Mary Adkins. Donald Carnes presented the Secretary's report. A motion was made by Gary Miller to accept the report as printed in the "NMNA Directory and Report" and this was seconded by Charlie Gore and approved. Holly Mozal presented the Treasurer's Report. A motion was made by the Executive Board to accept the report as printed in the "NMNA Directory and Report." A motion to approve was made by Phil Montgomery and was seconded by Ron Carpenter and approved.

Donald Carnes, Chairperson of the Membership Committee reported that there were 217 individuals in attendance at the conference. In addition, 20 individuals were attending as spouses. The final total of 237 attended the conference.

Chairperson of the Honorary Lifetime Committee, Holly Mozal deferred announcements of the selections until the awards banquet. Dan Schussler, Chairperson of the Awards Committee respectfully asked to defer the presentation of the awards report until the awards banquet. Steve Skuba, Chairperson of the Nominating Committee recommended Debbie Friday with the Fruit and Vegetable Program to be the new NMNA Secretary. A motion to approve was made by Terry Long and seconded by Donna Lupo and the motion passed.

Mary Adkins, Chairperson of the Scholarship Committee announced the recipient of the 2000 NMNA Scholarship as Katie Franey, an Agriculture Economics major at Iowa State University and stated the Executive Board voted to increase the scholarship amount to \$2500. Weldon Hall moved to approve the \$2500 amount and this was seconded by Ron Carpenter.

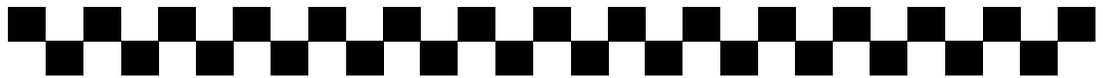


Weldon Hall, reporting for the Resolution and Bylaws Committee, noted that gender changes were added to the bylaws as voted on last year. He presented two new bylaw changes: (1) An amendment to Article 7, Section 1 of the bylaws to read the "Editor of the Communicator" as the President's duties. This was originally the first Vice President's responsibility. Ron Carpenter seconded the motion and motion to amend the bylaw carried. (2) An amendment Article 15, Section 3, paragraph one to read, "The number of awards limited to two per year with no more than one award for each commodity represented in the NMNA". Debbie Friday seconded the motion and motion to amend the bylaw carried.

Mary asked for reports on old business and deferred detail discussion to Jeff Test's "Market News Support Group" presentation until later in the program. Mary asked for new business. Terry Long asked about the logo redesign. Mary stated the Executive Board attempted to contact the intern who volunteered and the issue was dropped. A volunteer was solicited to look into this again, Alesia Swan of Fresno, California volunteered for the project.

Debra Schwartz asked about the possibility of more current updates and to add more newsworthy items to the NMNA website. The Executive Board will look into the issue. Mary Adkins discussed details concerning payment of auction items. Payment is to be made before the person leaves the auction. Phil Montgomery made a motion for the offices to move up to the next highest positions. Jodie Pitcock seconded the motion and the motion carried. Since there was no additional old or new business, Jim Westfall moved to adjourn the meeting. Colleen Curran seconded the motion and the motion carried.

Respectfully submitted,
Donald Carnes, Secretary



Letter from the Past President

Thank you for the opportunity to serve as an officer for the National Market News Association the last five years. It was a learning experience and a challenge. I want to take this opportunity to again thank the staffs of the Des Moines Poultry and Livestock Market News and the Iowa Department of Agriculture and Land Stewardship for their assistance in all phases of the Des Moines workshop. The workshop in Des Moines had 215 registrants with many spouses attending various events. The results of the scholarship auction are in this Communicator. We hope you get another opportunity to visit Iowa in the future.

Respectively,
Mary L. Adkins

Treasurer's Report For Year Ending December 31, 2000

Beginning Balance January 1, 2000	
Checking Account #3002-4103	\$ 14,040.12
Savings Account #4114-3221	5,006.70
CD Account #7000-905455	12,000.00
CD Account #7100-653472	6,000.00
Total	\$37,046.82
Income From Interest	
Checking Account Interest	\$ 69.63
Savings Account Interest	80.92
CD Account Interest #7000-905455	636.92*
CD Account Interest #7100-653472	249.68*
(*Transferred to Savings)	
Total	\$ 1,037.15
Income From Workshop	
Workshop Registration Fees	\$ 28,584.39
Scholarship Auction	2,592.00
Scholarship Cash Donations	390.00
Dues (non-workshop attendance)	21.00
Contributions	4,500.00
Total	\$ 36,087.39
Expenses for September 2000 Workshop	
Workshop Hotel Expenses	\$ 17,297.86
Taste of Iowa Cookout	3,046.19
Hospitality Suite	1,575.98
Printing, Postage, & Supplies	2,033.70
Photographer and Prints	1,050.00
Awards Engraving	534.48
Scholarship Award	2,500.00
Total	\$ 28,038.21
Closing Balance for 2000	
Checking	\$ 22,158.93
Savings	5,974.22
CD #7000-905455	12,000.00
CD #7100-653472	6,000.00
Total	\$ 46,133.15
Submitted by Holly R. Mozal	



Scholarship Auction

Fifty-seven items were donated for the scholarship auction held during the 2000 workshop. The handmade quilt donated by Terry Long brought the highest price at \$260.00. The model tractors were also popular and brought \$60.00 to \$135.00. The total amount raised was \$2592.00.

The auctioneer, Corbitt Wall and ringmen, Jodie Pitcock and Jerry Tubaugh made the auction fun, even for those not buying. Thank you to Mick Pollock, Jodie Pitcock, Dan Schussler, Weldon Hall, Holly Mozal, and Don Carnes for planning and working the auction. Thank you to everyone who donated items to be auctioned.

Meet The New NMNA Officer

Debbie Friday is our new Secretary of NMNA. She is a Fruit and Vegetable Market News Reporter at the shipping point office in Benton Harbor, Michigan. Her contacts range from Michigan to Maine and even include shippers in New Brunswick, Canada. Debbie covers the summer vegetable crops in Michigan and New York as well as fresh and chipping potatoes in Michigan, Western New York, Long Island, Maine and New Brunswick, Canada for much of the year.

She has served as the Fruit and Vegetable Training Task Force chairperson for the last two years and recently participated in an Ideas Retreat held in Washington, DC. Debbie is looking forward to serving on the NMNA board this coming year.

Plan Early For The 2001 Conference

Date: September 13-15, 2001

Location: Holiday Inn Downtown Oceanfront
415 South Ocean Boulevard
Myrtle Beach, South Carolina

Making Reservations: Call 800-845-0313

Group rate is \$69.00 plus tax for single or double. Tell them that you are with the "National Market News Association." The rate is good for at least 3 days before and 3 days after the conference. If you wish to stay longer check on extending the rate to cover your whole stay. Be sure to specify "oceanfront room" if you would like to look at the ocean from your room. We may be limited on oceanfront rooms so those that reserve early get the better view.

Free Area Guide: Call 800-356-3016

Or visit Chamber of Commerce website at:
www.myrtlebeachlive.com

Spouse Program: Will include a trip to South Carolina's most visited attraction, Ripley's Aquarium of Myrtle Beach. A trip that will be fun and entertaining for anyone of any age.

Changes For Poultry Market News



Poultry Market News worked in concert with the turkey industry last year to initiate a major change in the reporting of turkey slaughter. The 25 major turkey processors representing about 95 percent of the turkeys processed in the US now report their weekly slaughter information on a voluntary basis directly to Market News. This change has increased the report's accuracy and greatly improved the timeliness of turkey slaughter information.

In addition, the slaughter report is now reported by gender as hens and toms versus one large class previously reported as turkeys. This change significantly improves the industry's knowledge on the supply and availability of product for different marketing channels as hens are generally used for retail needs and toms for further processing.

Poultry Market News is also working with the egg industry on a possible change to the widely used shell egg inventory report and a new report on the inventory on egg products. These projects are now in their initial phase of data gathering.

The proposed change to the shell egg inventory report would allow current reports to be compared to those of a month ago and a year ago allowing us to account for changes in the actual supply position and not due to a varying number of report cooperators. The new report on egg products would give buyers and sellers a picture on the supply of the various egg products in liquid, frozen, and dried form that they currently do not have.

Update For Livestock Mandatory Reporting

“USDA ANNOUNCES NEW LAUNCH DATE FOR LIVESTOCK MANDATORY REPORTING PROGRAM”

WASHINGTON, Jan. 26, 2001 -- The U.S. Department of Agriculture today announced a new effective date for implementation of the livestock mandatory reporting program. The effective date has been changed from Jan. 30 until April 2.

USDA's Agricultural Marketing Service made the decision to change the effective date to allow more time for testing the program's new electronic information collection system.

Under the new rule, packers who annually slaughter an average of 125,000 cattle or 100,000 swine or slaughter or process an average of 75,000 lambs are required to report to USDA transaction details involving purchases and sales of livestock, boxed beef, boxed lamb, and lamb carcasses. Importers who annually import an average of 5,000 metric tons of lamb meat products also must report.

New market news reports available to the public will include information covering the prior day swine market, forward contract and formula marketing arrangement cattle purchases, packer-owned cattle and sheep information, sales of imported boxed lamb cuts, and live lamb premiums and discounts. In some instances, information already being collected under the current voluntary market news reporting program will now be required.

Update of Initiatives in Implementation of the Act

An Informational meeting was held in Washington, DC for members of the livestock industry covered under livestock mandatory reporting.

- * Over 70 members of the covered industry were in attendance.
- * An overview of the program was provided.
- * Two questions and answer sessions were held, one concerning issues relating to the regulations and the other concerning the electronic information collection system.

Informational meetings sponsored by AMS were held at the following locations:

- | | |
|------------------------------|----------|
| 1. Billings, Montana | 01/09/01 |
| 2. Rapid City, South Dakota | 01/10/01 |
| 3. New Bern, North Carolina | 01/10/01 |
| 4. Denver, Colorado | 01/11/01 |
| 5. Indianapolis, Indiana | 01/16/01 |
| 6. Amarillo, Texas | 01/18/01 |
| 7. Ames, Iowa | 01/23/01 |
| 8. Sioux Falls, South Dakota | 01/25/01 |

Presentations were given on the regulations and the reports that will be available as a result of mandatory reporting.

Producers and packers expressed concern that market information may not be reported due to the confidentiality guideline of 3 plants and 60 percent participation.

AMS met with individual packers during trips to and from the eight industry meetings including:

1. Excel Corporation, Wichita, Kansas
2. ConAgra, Omaha, Nebraska
3. Smithfield Foods, Smithfield, Virginia
4. Swift & Co., Greeley, Colorado
5. Greater Omaha Packing, Omaha, Nebraska

Questions and answers collected from the Washington, DC and regional informational meetings have been posted on AMS's Mandatory Price Reporting website (<http://www.ams.usda.gov/lsg/price.htm>).

AMS has given or is giving presentations at annual industry association meetings throughout January and February 2001.

1. Iowa Pork Producers, Des Moines, Iowa
2. National Lamb Feeders, Ft. Collins, Colorado
3. American Sheep Industry, Reno, Nevada
4. National Cattlemen's Beef Association, San Antonio, Texas
5. R-Calf, Rapid City, South Dakota
6. National Meat Association, Las Vegas, Nevada

Implementation is scheduled for April 2, 2001. AMS's electronic information collection database system is being tested both in-house testing and by industry.



Update on the Market Information Organization of The Americas

The Market Information Organization of the Americas (MIOA), first created at the NMNA workshop in 1999 in Oakland, continues to move forward on key areas of cooperation. These efforts are primarily driven by the working groups established at the inaugural meeting of the MIOA in 2000 in Rio de Janeiro, Brazil. These working groups are:

- * Technical Assistance and Training
- * Standardization of Terminology
- * Resource Binder
- * MIOA Website Development
- * Legal Structure for MIOA
- * Future Funding Options

A meeting of the Executive Committee of MIOA, chaired by Terry Long, will be held in March-April 2001. The meeting, probably to be held in Washington DC, will focus on the efforts and progress of the working groups and the status of the planning for the 2001 full meeting of the MIOA. The 2001 MIOA meeting will be held in Santiago, Chile in September or October.

Special Thanks To Those Helping With This Publication

Deborah Gleaton

Amy Levy

Dee Scharfenberg

Fred Teensma

Mike Sheats (Website Update)

NMNA Website Continues With Changes

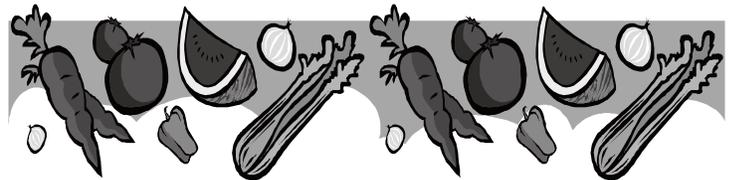
We are continuing to make changes and hopefully improvements in our Association website. Additions are planned including an archival section. Also the current "Communicator" will be available in full color rather than the black and white version that you receive in the mail. I welcome suggestions. You can Email dan.schussler@usda.gov with constructive suggestions. Check out the website at:

WWW.

ams.usda.gov/poultry/mncs/nmna/nmna.htm

Fruit and Vegetable Programs Market News Branch Customer Service Center

The market news service is important to industry members whose business is always affected by crop size, customer needs, and availability of transportation, weather and other economic factors. Fruit and Vegetable Market News reporters, employed jointly by USDA and State agencies, are stationed at prominent growing regions and wholesale markets throughout the United States. More than 400 different reports (issued daily, weekly, monthly or annually) are disseminated free to users by satellite, newspapers, radio, television, the Internet and E-mail. Mailed and faxed reports can be obtained on a subscription basis. Located in Fresno, CA, the **Customer Service Center** provides one-stop shopping for customers seeking market news reports. Employees of the Center make for easier and more timely access to reports for industry members. Call the Center at (559) 487-5178 or (800) 487-8796 for more information. FAX: (559) 487-5199. Internet: Alesia.Swan@usda.gov.



This Space Could Be Yours

Our next Communicator will be published in June. If you have a short news article that you have written and believe that it would be of interest to the Association, please email it to me by early June dan.schussler@usda.gov

2001 NMNA Officers

PRESIDENT

Daniel Schussler
United States Department of Agriculture
P.O. Box 13405
Columbia, SC 29201
Telephone: 803 737-4491
Fax: 803 737-9867
Email: Dan.Schussler@usda.gov

FIRST VICE PRESIDENT

Stephen Skuba
United States Department of Agriculture
522 North Central Ave., Room 106
Phoenix, AZ 85004
Telephone: 602 379-3066
Fax: 602 379-3160
Email: Stephen.Skuba@usda.gov

SECOND VICE PRESIDENT

Randy Alford
Livestock Market News
P.O. Box 3336
Montgomery, AL 36109-0336
Telephone: 334 223-7488
Fax: 334 223-7501
Email: Randy.Alford@usda.gov

THIRD VICE PRESIDENT

Holly R. Mozal
United States Department of Agriculture
Maryland Wholesale Produce Market
7460 Conowingo Ave, Bldg B, Room 101
Jessup, MD 20794-9361
Telephone: 410 799-4840
Fax: 410 799-8442
Email: Holly.Mozal@usda.gov

TREASURER

Donald Carnes
State of Georgia Department of Agriculture
19 MLK., Jr. Dr. SW Room 134
Atlanta, GA 30334-4201
Telephone: 404 656-3656
Fax: 404 657-7529
Email: DCarnes@agr.state.ga.us

SECRETARY

Debbie A. Friday
United States Department of Agriculture
120 Water Street
Benton Harbor, MI 49022
Telephone: 616 925-3270
FAX: 616 925-3272
Email: Debbie.Friday@usda.gov

HISTORIAN

Weldon Hall
United States Department of Agriculture
Room 2619, South Building
P.O. Box 96456
Washington, DC 20090-6456
Telephone: 202 720-1749
Fax: 202 690-3732
Email: Weldon.Hall@usda.gov

Market News Commodity Sections

COTTON MARKET NEWS

Mack Bennett, Chief
Telephone: 901 384-3016
Email: Mack.Bennett@usda.gov

DAIRY MARKETING

John Rourke, Chief
Telephone: 202 720-7461
Email: John.Rourke@usda.gov

FISHERIES STATISTICS & ECONOMICS DIVISION

Dr. Mark Holliday, Chief
Telephone: 301 713-2328
Email: Mark.Holliday@noaa.gov

FRUIT AND VEGETABLE MARKET NEWS

Terry Long, Chief
Telephone: 202 720-2745
Email: Terry.Long@usda.gov

LIVESTOCK AND GRAIN MARKET NEWS

John VanDyke, Chief
Telephone: 202 720-6231
Email: John.VanDyke@usda.gov

POULTRY AND EGG MARKET NEWS

Terry Hunter, Chief
Telephone: 202 720-6911
Email: GroverT.Hunter@usda.gov

TOBACCO MARKET NEWS

Henry Martin, Chief
Telephone: 202 205-0337
Email: Henry.Martin@usda.gov

Retirements

CN Anna Porch-Memphis, TN LS Ray Faulk-St. Joseph, MO
FV Steve Dailey-Chicago, IL LS Deon Egner-Springfield, IL
FV Jim Calnan-Everett, MA
FV Charles Gore-St. Louis, MO
LS Bob Brommer-So. St. Paul, MN
LS Lowell Serfling-Portland, OR
LS Marilyn Holloman-Des Moines, IA
LS Beverly Wilmes-So. St. Paul, MN
LS Morey Juhlin-Des Moines, IA